Dunelm sees total second quarter like-for-like sales grow by 3.4%, boosted by strong online sales

Dunelm Group PLC (LON:DNLM) saw its total like-for-like sales grow by 3.4% in the second quarter to £255mln, boosted by strong online sales, with same store sales up 1.1%.

In a trading update for the 13-weeks to 30 December 2017, the FTSE 250-listed homewares retailer said its like-for-like online sales jumped by 30.5% to £26.2mln and accounted for 10.3% of its total comparable sales.

READ: Dunelm names Nick Wilkinson, former boss of Evans Cycles, as its new chief executive
Dunelm, which agreed to buy the Worldstores, Kiddicare and Achica brands in November 2016 for £8.5mln, has been focusing on growing its online offerings to attract new customers.

The company said its total group revenue rose by 13.6% to £297.5mln in the second quarter, however, it added that it experienced a sales mix hit on margins in the first half from the Worldstores acquisition and more seasonal and end of season products.

The group said it expects a margin improvement in the second half.

READ: Dunelm in demand as recent wet weather boosts first quarter sales
Dunelm's chairman Andy Harrison commented: "After a good first quarter, it is pleasing to see our sales momentum maintained with total sales growth, and like-for-like sales growth, of 13.6% and 3.4% respectively in the second quarter.

He added: "Overall, we remain on track, with good sales growth and market share gains, offset by margin mix. We are well positioned to deliver good full year profit growth, after a small reduction in the first half, largely due to the consolidation of Worldstores losses."
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